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ТУРИСТИЧНІ РЕСУРСИ ТА ПРОБЛЕМИ ЇХ ВИКОРИСТАННЯ (ПРИКЛАД м. КАМ'ЯНЕЦЬ-ПОДІЛЬСЬКИЙ, УКРАЇНА)

Мета статті полягає в аналізі та оцінці природних, кліматичних, історичних та культурних ресурсів туристичного центру – м. Кам'янець-Подільського (Україна). На основі цього планується визначити існуючі проблеми у туристичній галузі та сформулювати рекомендації, спрямовані на їх вирішення.

Методика. У дослідженні використано методи порівняння, аналізу та синтезу, метод узагальнення. Метод аналізу був використаний для висвітлення певних елементів загальної картини, що характеризують потенціал туристичного центру, історичну цінність архітектурних споруд, можливість залучення інвестицій у розвиток туризму. Метод синтезу був використаний для об'єднання різноманітної інформації в цілісну картину, що об'єктивно відображає предмет дослідження. Метод узагальнення використовувався для формулювання основних посилів, загальних тверджень та висновків.

Результати. З'ясовано, що Кам'янець-Подільський володіє багатими природними, історичними, архітектурними, культурними ресурсами, які приваблюють тисячі туристів. Основними визначними пам'ятками міста є Смотрицький каньйон, Стара фортеця та Старе місто з понад сотнею архітектурних споруд. Однак потенціал цих ресурсів використовується не повною мірою, про що свідчить невелика кількість туристів порівняно з іншими європейськими туристичними центрами. До основних причин відставання відносяться: нерозвинена інформаційна кампанія з просування міста, погане транспортне сполучення, недостатня кількість готелів, ресторанів, розважальних закладів належного рівня. Влада та приватний бізнес працюють над вирішенням цих проблем, однак їх зусилля поки що не перетворились на конкретний результат у вигляді позитивної динаміки зростання кількості туристів.

Наукова новизна полягає у тому, що було дано оцінку туристичному потенціалу м. Кам'янець-Подільського у порівнянні з іншими європейськими туристичними центрами та визначено проблеми, які потрібно вирішити для підвищення привабливості міста.

Практична значимість полягає у популяризації туристичного міста Кам'янець-Подільського. Поширення інформації про туристичну дестинацію є важливим кроком у збільшенні туристичних потоків. У статті наведено практичні рекомендації, спрямовані на збільшення привабливості міста, які може використовувати і влада, і приватний бізнес. Крім того, наведені рекомендації можуть стати в нагоді і для інших міст, які планують розвивати туристичну індустрію.

Ключові слова: туристичні ресурси, пам'ятки архітектури, туристичний потенціал, фортеця, міст.

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ТУРИСТИЧЕСКИЕ РЕСУРСЫ И ПРОБЛЕМЫ ИХ ИСПОЛЬЗОВАНИЯ (ПРИМЕР г. КАМЕНЕЦ-ПОДОЛЬСКИЙ, УКРАИНА)

Цель статьи заключается в анализе и оценке природных, климатических, исторических и культурных ресурсов туристического центра г. Каменца-Подольского (Украина). На основе этого планируется определить существующие проблемы в туристической отрасли и сформировать рекомендации, направленные на их решение.

Методика. В исследовании использованы методы сравнения, анализа и синтеза, метод обобщения. Метод анализа был использован для освещения определенных элементов общей картины, характеризующие потенциал туристического центра, историческую ценность архитектурных сооружений, возможность привлечения инвестиций в развитие туризма. Метод синтеза был использован для объединения разнообразной информации в целостную картину, объективно отражающую предмет исследования. Метод обобщения использовался для формулирования определенных посылов, общих утверждений и выводов.

Результаты. Выяснено, что Каменец-Подольский обладает богатыми природными, историческими, архитектурными, культурными ресурсами, которые привлекают тысячи туристов. Основными достопримечательностями города являются Смотрицкий каньон, Старая крепость и Старый город с более чем сотней архитектурных сооружений. Однако потенциал этих ресурсов используется не в полной мере, о чем

свидетельствует небольшое количество туристов по сравнению с другими европейскими туристическими центрами. К основным причинам отставания относятся: неразвитая информационная кампания по продвижению города, плохое транспортное сообщение, недостаточное количество гостиниц, ресторанов, развлекательных заведений надлежащего уровня. Местные власти и частный бизнес работают над решением этих проблем, однако их усилия пока не превратились в конкретный результат в виде положительной динамики роста количества туристов.

Научная новизна заключается в том, что была дана оценка туристическому потенциалу г. Каменец-Подольского по сравнению с другими европейскими туристическими центрами и определены проблемы, которые нужно решить для повышения привлекательности города.

Практическая значимость заключается в популяризации туристического города Каменец-Подольский. Распространение информации о туристической дестинации является важным шагом в увеличении туристских потоков. В статье приведены практические рекомендации, направленные на увеличение привлекательности города, которые могут использовать и власти, и частный бизнес. Кроме того, приведенные рекомендации могут пригодиться и для других городов, которые планируют развивать туристическую индустрию.

Ключевые слова: туристические ресурсы, памятники архитектуры, туристический потенциал, крепость, мост.

UDC 338.483.1(477.43-21)

<https://doi.org/10.17721/2308-135X.2021.62.26-31>

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TOURIST RESOURCES AND PROBLEMS OF THEIR USE (EXAMPLE KAMIANETS-PODILSKYI, UKRAINE)

The purpose of the article is to analyze and assess the natural, climatic, historical and cultural resources of the tourist center of Kamianets-Podilskyi (Ukraine). Based on this, it is planned to identify the existing problems in the tourism industry and form recommendations aimed to solve the issues.

Methodology. The study used methods of comparison, analysis and synthesis and the method of generalization. The method of analysis was used to highlight certain elements of the overall picture, characterizing the potential of the tourist center, the historical value of architectural structures and the possibility of attracting investment in tourism development. The synthesis method was used to combine a variety of information into a coherent picture that objectively reflects the subject of research. The generalization method was used to formulate base messages, general statements and conclusions.

Results. It was found that Kamianets-Podilskyi has rich natural, historical, architectural and cultural resources that attract thousands of tourists. The main sights of the city are the Smotritskiy Canyon, the Old Fortress and the Old Town with more than a hundred architectural structures. However, the potential of these resources is not fully utilized, as evidenced by the small number of tourists compared to other European tourist centers. The main reasons for the lag include an undeveloped information campaign of city promotion, poor transport links, an insufficient number of hotels, restaurants, entertainment establishments of the appropriate level. Local authorities and private businesses are working on solving these problems, but their efforts have not yet turned into a concrete result in the form of positive dynamics of growth in the number of tourists.

The scientific novelty lies in the fact that an assessment was made of the tourism potential of Kamianets-Podilskyi in comparison with other European tourist centers and the problems that need to be solved to increase the attractiveness of the city.

The practical significance lies in the popularization of the tourist town of Kamianets-Podilskyi. Dissemination of information about the tourist destination is an important step in increasing the tourist flows. The article provides practical recommendations aimed at increasing the attractiveness of the city, which can be used by both the authorities and private business. In addition, the above recommendations can be useful for other cities that plan to develop the tourism industry.

Key words: tourist resources, architectural monuments, tourist potential, fortress, bridge.

Introduction. Today, tourism is a powerful industry that forms a significant part of the budget in many countries. Every year the number of tourists increases both in concrete countries and around the world in general (the exception is of course 2020 due to the Covid-19 pandemic). Depending on the type of tourism, the purpose of travel and tourist resources are determined, which attract potential tourists. However, the availability of such resources is not always directly correlated with the high results of the tourist center. According to V. Pidgirna and N. Filipchuk, even significant tourist potential does not guarantee a successful tourism industry [6, p. 794]. That is why it is important to find out what factors are

necessary for the development of the tourism sector, what tourist resources are attractive to tourists and what is needed to realize the potential of the city. The ancient city of Kamianets-Podilskyi, located in the Khmelnytsky region of Ukraine, was chosen for analysis. The example of Kamianets-Podilskyi may be typical in comparison with other European cities that have certain tourist resources, tend to increase the number of local and foreign tourists and face problems in tourism development.

Results and Discussion. Kamianets-Podilskyi is a city located in the western part of Ukraine, in the Khmelnytsky region, 500 km from the capital. There is highway of national importance passed through the city via Khmelnytsky to Bucharest and the railway connecting Khmelnytsky and Chernivtsi. The city has an airport, but only for small aircrafts, which are used in particular in the tourism sector. Today, Kamianets-Podilskyi has about 100,000 citizens, so the city is not too big. However, Kamianets-Podilskyi is extremely interesting for tourists in many aspects, as evidenced by the fact that the city ranks third in Ukraine, after Kiev and Lviv, in the number of tourists. Let's try to find out what attracts tourists to this destination.

The city and the surrounding area have unique natural, climate, geological, historical and architectural resources. First of all, let's analyze the natural and geological resources. Kamianets-Podilskyi is located in a picturesque area on the Podolsk Plateau. The Smotrych River flows through the city, which flows into the Dniester River after 20 km. The surrounding area is characterized by hilly terrain with numerous ravines and bumps. Millions of years ago, the Sarmatian Sea, which is still reminiscent of a coral ridge stretching from southeast to northeast, covered this area. It is called Podilskyi Tovtry or Medobory [8].

The territory of the Podilskyi Tovtry National Nature Park belongs to the Transnistrian resort and recreational region of state importance. The natural resources of the park can be used for recreational purposes throughout the year. There are conditions for the following types of recreational activities: tourism and sports (hiking, skiing, etc.); general health recreation (sports games, excursions, etc.), amateur gathering (mushroom and berry picking, fishing, hunting); climatic and balneological treatment; cognitive and cultural tourism (excursions, etc.).

Another important natural attraction of the region is the geological object of national importance "Smotrytskyi Canyon" – a deep narrow valley of the river Smotrych with steep rocky slopes reaching a height of 50 m. The name of the city comes from these stone rocks. The canyon is located in the Kamianets-Podilskyi district, starts in the village of Holoskiv, runs through the city of Kamianets-Podilskyi and ends in the village of Tsybulivka. The total area of this geological natural object is 80 hectares. There are permanent and seasonal waterfalls in the canyon and several bridges are built across the deep gorge. This natural object attracts thousands of extreme tourism fans, as the steep cliffs of the canyon are the ideal place for climbers, and from the bridge "Swift Doe" 54 m extreme jumps are made – Rope-jumping [10]. For fans of quiet tourist entertainment "Smotrytskyi Canyon" is a place of incredible scenery and wonderful photo shoots.

The canyon creates a unique charm of the city and its landscape. The bend of the Smotrych River surrounds part of the territory on almost all sides, forming a peninsula where the "Old Town" is located (Figure 1). In 1874, the Novoplanivsky Bridge was opened, which gave impetus to the territory expansion and the formation of the "New City".

In the village of Pryvorotyya, Kamianets-Podilskyi district, not far from the city, there is a landscape reserve "Karmalyukova gora", the total area of which is 765 hectares. The reserve is part of the nature reserve fund of Ukraine, which is protected as a national heritage. The city has a botanical garden, which was founded in 1930. Now it grows more than 2,800 species of plants from almost all climatic zones of the world. The botanical garden houses an arboretum, research areas, as well as a greenhouse where palm trees, tropical vines, ficuses, cactuses, etc. are grown [2, p. 293-294]. In general, there are several parks in Kamianets-Podilskyi and the city is one of the greenest cities in Ukraine. Thus, the natural and climatic, ecological conditions here are extremely favorable for the development of various types of health and recreation tourism.

The next advantage of the city is the historical and architectural resources. Kamianets-Podilskyi is called the city of seven cultures and nationalities that lived in the city at different times and contributed to the formation of its history and the creation of its unique architectural ensemble. Among these peoples are Ukrainians, Armenians, Poles, Lithuanians, Turks, Russians and Jews. Some peoples appeared here as a result of peaceful colonization, others – during the conquest. Throughout its millennial history, the city was part of Kievan Rus, the Galicia-Volyn principality, the Lithuanian state, the Rzeczpospolita, the Ottoman Empire, the Russian Empire, the Soviet Union, and finally independent Ukraine.



Figure 1. Old Town

The entire territory of the Old Town is a single complex of architectural buildings, each of which is valuable and can be the object of a sightseeing tour. Today, the Old Town contains 4 squares, 21 streets, 2 ascents and 5 lanes, i.e. 32 topographic objects [1, p. 21]. Each street has its own historical and cultural monuments, such as fortifications, churches, temples, houses, which have their own history and charm. In total, there are more than 150 of them in the Old Town. The largest and most famous building here is the Old Fortress – a kind of symbol of the city (Figure 2).



Figure 2. Old Fortress

The history of the fortress begins in the XII century. Eleven towers are part of the fortress, each with its own name and history. All of them performed important defensive functions during the siege and were served by the military garrison of the fortress. All towers were connected by passages that passed in the defensive walls, as well as underground passages. The territory of the fortress occupies a large part of the peninsula. In plan, it resembles a rectangle on the sides of which are eleven towers with bastions. The strongest impression is made by the fortress on the south-western side. Here, walls and towers seem to grow out of vertical rocks [11, p. 17, 28].

During the Middle Ages, the defensive properties of Kamianets-Podilskyi were at a fairly high level. This was due to the fact that the architects successfully combined the natural features of the landscape, high cliffs, the river, the peninsular location of the city and a well-thought-out fortification system of the fortress. For these reasons, Kamianets-Podilskyi became an example of a fortress city, both parts of which – the city and the castle, despite their functional inseparability, are self-sufficient phenomena of art "architectura militaris". The old fortress, without a doubt, is one of the best fortifications in Europe [7, p.581]. Today, the Old Fortress is an important attraction for tourists. It hosts festivals, theatrical performances, historical reconstructions and filming. Apparently, there are no tourists, who came to Kamianets-Podilskyi and did not visit the Old Fortress. For this reason, researchers count the data on the number of tourists by the number of visitors to the Old Fortress.

The Fortress Bridge is an integral transport artery connecting the Old Town with the Old Fortress [5, p. 189]. From the outside, it seems that this is not a bridge, but a solid stone wall or dam 88 m long. It is considered to be the oldest bridge in Ukraine. The uniqueness of this monument is also in the fact that it was built on a narrow rocky isthmus not across, but along the river [9, p. 7]. In this way, he turns the peninsula of the Old Town into almost an island, which in ancient times was protected from enemies by impregnable rocks and a mighty fortress. The castle bridge is shrouded in legends about love and hidden treasures, which, of course, is an important attraction feature of this building.

Since the independence of Ukraine in 1991, the gradual restoration of the historic center of the city began. In 1997 the funds of the museum-reserve were moved to new renovated premises. During the 90s of the twentieth century, a number of programs were developed to regenerate the central part of the Old Town, and to promote its architectural and urban heritage in Ukraine and abroad. Local authorities define the tourism sector as a priority area of economic development of the city, new programs are developed and investments are attracted.

Within the framework of international tourism cooperation, the authorities of Kamianets-Podilskyi have concluded a number of agreements with partner cities, such as: Ukmergė (Republic of Lithuania), Kalisz (Republic of Poland), Kraków (Republic of Poland), Przemyśl (Republic of Poland), Athens (USA), Sanok (Republic of Poland), Zaleu (Republic of Romania), Polotsk (Republic of Belarus), Edinet (Republic of Moldova), Suzhou (People's Republic of China), Teruel (Spain), Herllung (Sweden), Kutná Hora (Czech Republic) and others [4].

Kamianets-Podilskyi positions itself as the cultural center of Podillya, the All-Ukrainian Center of Aeronautics and the center of event tourism in Ukraine. The city hosts many bright festivals and entertainment events. Some festivals have already become traditional. In mid-May, the city celebrates the City Day, which includes bright folklore events and the stage of the Ukrainian aeronautics championship. The city welcomes the first weekend of October with the Terraheroica festival, which is attended by dozens of native and foreign groups of military-historical reconstruction. Fascinating activities of historical past and unique nature give unforgettable impressions of the ancient city on the river Smotrych [9, p. 80]. Every year the festivals attract a large number of tourists from Ukraine and abroad. The influx of tourists during festivals is an important component of tourism profits.

In order to promote Kamianets-Podilskyi as a tourist center in August 2007, when the contest "7 Wonders of Ukraine" was held, the editorial board of the private newspaper "Podolyanyin" offered to hold an action "7 Wonders of Kamianets-Podilskyi". The city authorities supported the newspaper's initiative. A competition commission was set up, which included officials, tourism workers, historians, and journalists. Together with the city community, in 2008 they identified the "7 Wonders of Kamyanets": The Old Fortress, the City Hall, the Cathedral of Saints Peter and Paul, the Fortress Bridge, the Statue of Laura, Smotrytsky Canyon, the bridge "Swift Doe" [12].

Every modern tourist city has its own brand (logo) by which it is recognized around the world. Kamianets also has a brand. According to the results of the survey and the contest "7 Wonders of Kamianets-Podilskyi" it was found out that the Old Fortress and the canyon of the river Smotrych are the city's business card. Creating a brand requires a slogan. In our case, it is "Kamianets – a city of treasures" with the activating phrase "Find your treasure in Kamianets". The authors of the idea understood treasures as interesting people, pure nature, architectural monuments and positive emotions. In the future, this idea made it possible to present the city as: "City of 7 Ages", "City of 7 Cultures", "City of 7 Wonders", "City of Festivals", "City of Terpsichore", "City of Dreaming Angels", "City of Magdeburg traditions" [3]. Each of these slogans was filled with real steps: festivals, meetings, presentations.

The results of efforts in the development of the tourism sector are usually reflected in the number of tourists who visit the city. In the case of Kamianets-Podilskyi, the number of tourists over the past 5 years (2015 – 2019) ranged from 150 to 250 thousand tourists. During these years, Kyiv was annually visited by 1 to 2 million tourists, Lviv by 1.7 to 2.5 million, Krakow by 10 to 14 million, and Paris by 30 to 50 million. Kamianets-Podilskyi is in the third place in Ukraine in the number of tourists, but loses to the leaders – Kiev and Lviv in 10 times. The city does not compare with the famous tourist centers of Europe at all.

Unfortunately, there are a number of factors negatively effect on the tourist flows. These include economic crisis, unstable military and political situation in eastern Ukraine, poor transport links, lack of air services, insufficient number and quality of hotels, restaurants, entertainment venues, lack of innovation and relevant infrastructure.

Based on the analysis of the tourist resources of Kamianets-Podilskyi and the assessment of their use, certain recommendations can be formed.

First, the city needs to continue working to form a tourism brand. The city has the opportunity to promote new brands (such as a coffee factory, distillery, brewery, tobacco factory, etc.). It is necessary to continue the development of potential tourists' associations with the city (the Middle Ages, tournaments, unique nature, extreme sports, etc.).

Secondly, it is a good idea to develop new tourist animations. These can be living sculptures that would work near famous historical monuments throughout the tourist season; street musician bands; a street dance school, which would show its skills with a certain regularity throughout the tourist season and conduct various dance battles.

Third, it is worth to continue the development of new and traditional mass gatherings of people (festivals, flash mobs, etc.). Kamianets-Podolskyi, as one of the centers of festival tourism, should maintain this image.

Fourth, it is necessary to expand the information work and advertising of the tourist center. It is important to promote the city outside the region and the country. Kamianets-Podolskyi has a large number of partner cities, but the flow of foreign tourists remains insignificant. It would be advisable to conclude agreements with such cities on fruitful cooperation, exchange of students and advertising of tourist novelties and the city in general. A loud advertising campaign in several partner cities will significantly increase the number of tourists in the city and return the spent financial resources.

Therefore, the further development of the tourism industry requires professional planning and implementation of new innovative ideas that will extend the life cycle of the Kamianets-Podolskyi tourist center.

Conclusion. To sum up, Kamianets-Podolskyi is an important tourist center of Ukraine. Rich natural, historical, architectural, cultural resources attract thousands of tourists. The main attractions of the city are Smotrytskyi Canyon, the Old Fortress and Old Town with more than a hundred architectural structures. However, the potential of these resources is not fully used, as evidenced by the small number of tourists compared to other European tourist centers. The reasons for the lag are complex. This is an underdeveloped information campaign to promote the city, poor transport links (lack of direct flights from European cities, lack of air travel), insufficient number of hotels, restaurants, entertainment venues. The government and private business are working to address these challenges and much has been done. However, we can talk about real positive results, when they are confirmed by growing statistics on the number of tourists.

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Надійшла до редколегії 21.01.2021